

Message Text

UNCLASSIFIED

PAGE 01 TORONT 01378 302342Z

54

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 SP-02 CIEP-02 LAB-04 SIL-01

OMB-01 PRS-01 PA-02 FCC-02 OTPE-00 BIB-01 L-03 /062 W

----- 045695

R 301922Z AUG 76

FM AMCONSUL TORONTO

TO SECSTATE WASHDC 4085

INFO AMEMBASSY OTTAWA

UNCLAS TORONTO 1378

E.O. 11652 N/A

TAGS: SOPN, ETEL, PBOR, CA

SUBJECT: TORONTO STAR EDITORIAL OF 28 AUGUST CRITICIZES GOVERNMENT
OF CANADA REQUIREMENT THAT CANADIAN CABLE TV COMPANIES DELETE U.S.
COMMERCIALS.

THE VERY NATIONALISTIC TORONTO STAR IN AN EDITORIAL ON 28
AUGUST CRITICIZED THE GOVERNMENT OF CANADA FOR ITS REQUIREMENT
THAT CANADIAN CABLE TV COMPANIES ELIMINATE THE U.S. COMMERCIALS
FROM THE AMERICAN PROGRAMS THEY PICK UP FOR BROADCAST IN
CANADA. REFERRING TO SUCH A DELETION POLICY AS "CHEAP", THE STAR
SAYS "WE ARE TAKING THE U.S. PROGRAMS... THE FACT THAT THE BLANK
TIME LEFT WHEN COMMERCIALS ARE CUT CAN BE FILLED WITH PUBLIC
SERVICE ANNOUNCEMENTS FOR DESERVING CAUSES IS NOT A
CONVINCING EXCUSE. AND THE PROPOSAL SOMETIMES MADE THAT WE SHOULD
GO BEYOND PUBLIC SERVICE ANNOUNCEMENTS TO RUNNING CANADIAN
COMMERCIALS, TO EARN REVENUE
FOR THE TV AND FILM INDUSTRY, SOUNDS REMARKABLY LIKE PIRACY.
WHEN CANADIANS ARE DOUBTFUL ABOUT THE DECENCY OF THE DELETION
POLICY, IT IS NOT SURPRISING THAT AMERICANS ARE DOWNRIGHT ANNOYED".
THE STAR DOES AGREE WITH THE GOVERNMENT OF CANADA'S NEW LAW WHICH
REMOVES THE TAX CREDITS FOR CANADIAN COMPANIES
ADVERTISING ON U.S. STATIONS, TO ENCOURAGE THEM TO GIVE THEIR
ADVERTISING DOLLARS TO CANADIAN TV STATIONS. THE STAR SAYS OF THIS
LAW: "IT IS NATURAL ENOUGH THAT THE U.S. STATIONS ARE
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TORONT 01378 302342Z

PROTESTING, THEY DON'T WANT TO LOSE THE WINDFALL REVENUE FROM CANADIAN

ADVERTISERS, AND THEY HAVE PERSUADED THE U.S. GOVERNMENT TO TAKE UP THEIR CASE. BUT THEY HAVE NO LEGAL OR MORAL ARGUMENT TO MAKE. THE CANADIAN GOVERNMENT IS MERELY MAKING TAX LAW FOR COMPANIES OPERATING IN CANADA, AND THE UNITED STATES HAS NO RIGHT AT ALL TO INTERFERE."

THE STAR EDITORIAL CONCLUDES THAT ABANDONMENT OF THE CANADIAN POLICY OF DELETING U.S. COMMERCIALS FROM TV BROADCASTS MIGHT MAKE IT EASIER FOR THE U.S. TO SWALLOW CANADA'S NEW TAX LAW ON ADVERTISEMENTS AND "MIGHT BE A REASONABLE WAY TO RESOLVE THE TROUBLESOME BATTLE OVER THE TV BORDER."
DIGGINS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, ADVERTISING, FOREIGN RELATIONS, TELEVISION BROADCASTING
Control Number: n/a
Copy: SINGLE
Draft Date: 30 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TORONT01378
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760367-0645
From: TORONTO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t1976085/aaaaaegg.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: harterdg
Review Comment: n/a
Review Content Flags:
Review Date: 12 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 APR 2004 by ReddocGW>; APPROVED <21 JAN 2005 by harterdg>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TORONTO STAR EDITORIAL OF 28 AUGUST CRITICIZES GOVERNMENT OF CANADA REQUIREMENT THAT CANADIAN CABLE TV COMPANIES DELETE U.S. COMMERCIALS.
TAGS: SOPN, ETEL, PBOR, CA, US
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006